

Activity 31-A Using Rule 1/52/X™ To Continually Connect

Compliment your selling efforts by designing a direct marketing contact campaign to continually feed your selling efforts and your **“Sales Funnel”** via Rule 1/52/X™.

Identify specific industries, markets, geographies, groups, associations, types of individuals, etc. that would serve as lucrative target audiences to direct your letters/faxes/emails, etc. to on a monthly basis below:

	SUSPECT POOL	PROSPECT POOL	CUSTOMER POOL
Week One:	_____	_____	_____
Week Two:	_____	_____	_____
Week Three:	_____	_____	_____
Week Four:	_____	_____	_____
Week Five:	_____	_____	_____
Week Six:	_____	_____	_____
Week Seven:	_____	_____	_____
Week Eight:	_____	_____	_____
Week Nine:	_____	_____	_____
Week Ten:	_____	_____	_____

* Transpose each of the weekly action plans above to your personal calendar system, on the first portion of each corresponding week. This will assist in motivating you to action!

Week One Offer:	_____
Week Two Offer:	_____
Week Three Offer:	_____
Week Four Offer:	_____
Week Five Offer:	_____
Week Six Offer:	_____
Week Seven Offer:	_____
Week Eight Offer:	_____
Week Nine Offer:	_____
Week Ten Offer:	_____